

34900 PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES: { NO. 10 SPRUCE STREET, NEW YORK.
{ NO. 138 FLEET STREET, E. C., LONDON.

VOL. VII.

NEW YORK, JULY 6, 1892.

NO. I.

JUN 29 1892

② ② Miscellanies. ② ②

A young man advertises his desire for a wife, "Pretty and entirely ignorant of the fact."—*Tit-Bits*.

The Daughter of an Editor.—"Why did you reject him?"
"He was not accompanied by stamps."—*Life*.

St. Peter.—Who are you?

Shade.—When in the flesh I was the editor of a religious weekly.

St. Peter.—And you are not ashamed to confess it? Well, well! You may enter on account of your humility.—*Town Topics*.

The *Star* says: "It is about time for theatrical wardrobe advertising to stop." It would seem so. It has reached about the consistency of the bargain-counter, and now runs mainly to great sacrifices in underwear.—*Albany Times*.

First Truckman (in a jam).—?

—!!! —!!!

Second Ditto.—* * * —!!!!

P. S.—This was a very funny joke; but when the proofreader inserted the necessary blanks the point was lost.—*Town Topics*.

Her Idea of It.—Maudie's papa is night editor on a newspaper—a fact which Maudie apparently hasn't learned; for when some one asked her a few days ago what her father did for a living, she replied: "I div it up. I dess he's a burglar, 'cause he's out all night."—*Puck*.

Not Easily Satisfied.—Tantivy Tooter—I see the *Tribune* says that scrapping match was "a very tame affair." I understand it ended in a knock out!

Jack Lever.—Yes; the religious editor had the assignment, and he's taken in so many church conventions, lately, that he expects altogether too much.—*Puck*.

St. Peter.—You say yourself that you were a compositor on a daily paper. What earthly claim have you, then, to come in here?

Compositor.—When I came to an italic "*i. e.*," in distributing I always took it over to the italic case instead of putting it in my pocket to throw into the gutter after I got outside the office.

St. Peter.—Hustle this man down to the other gate. A good liar is bad enough, but he doesn't even know how to tell even a plausible lie.—*Somerville Journal*.

When Lord Aberdeen was dying, a party of gentlemen were traveling up to town in a train; among them was Delaine, of the *London Times*, who took a printed slip out of his pocket and read portions of it. It was the obituary notice. All criticised it and found various faults. One said it did not deal fairly with him: "All I can say is," said the editor, "that he has approved it himself!"—*Argonaut*.

Reply to a Poet.—"Editor *Life*:"

Dear Sir—A few weeks ago I sent a poem addressed 'To a Shepherdess in Dresden China,' but have heard nothing from it. Do you know where it is? Sincerely yours, J. MILTON SPENDER.

Answer.—"It is probably in the Dead Letter Office if addressed to any one in Dresden, China. A little study in geography may be of some service in saving postage."—*Life*.

"What is the secret of your success?" asked the poet.

"That's just it," replied the busy merchant; "there's no secret about it; I'm the biggest advertiser in the State. There's nothing secret about my business."

And the poet made a note of it. But the very next man to whom he spoke about it happened to be his friend, the burglar, who scoffed at the idea.

"Why," he said, "secrecy is the very soul of success in my business. Never advertise, whatever you do."

And the poor poet went out and bought a three-months' commutation ticket for the lunatic asylum.—*Burdette, in the Brooklyn Eagle*.

The celebrated French poet, Saint Foix, who, in spite of his large income, was always in debt, sat one day in a barber's shop waiting to be shaved. He was lathered, when the door opened and a tradesman entered who happened to be one of the poet's largest creditors. No sooner did this man see Saint Foix than he angrily demanded his money. The poet composedly begged him not to make a scene.

"Won't you wait for the money until I am shaved?"

"Certainly," said the other, pleased at the prospect.

Saint Foix then made the barber a witness of the agreement, and immediately took a towel, wiped the lather from his face, and left the shop. He wore a beard to the end of his days.—*Exchange*.

AUG 25 1892

CIRCULATION GUARANTEED

The advertising space of the **Atlantic Coast Lists** is sold subject to a guaranteed circulation. Every advertiser using these Lists has the exact figures forwarded him every week. If at any time they should be less than the guarantee calls

for, a pro rata rebate will be made. None of our advertising customers are asked or expected to be satisfied

without they are made aware of just what circulation

their money is purchasing. For large advertisers there can be no more satisfactory

way of placing contracts than at a given

rate per line per thousand circulation,

or for yearly orders at a stated price

with an average weekly circulation

guaranteed. There can

be nothing fairer for both

advertiser and publisher

than a guaranteed circulation

bought, sold and delivered. We

have a guaranteed circulation for

sale. These Lists comprise **1400**

Local Papers and are separated into

nine sections, being so arranged that an

advertiser can reach the New England, the

Middle or the Southern States in sections

or all together. The value of these Lists as

advertising mediums is fully established with adver-

tisers who know them well. For those who do not

claim acquaintance we would state that **60 Per Cent** of

these papers are the **ONLY** papers published in their re-

spective towns. **85 Per Cent** are either the **ONLY** pub-

lications in their respective towns or are county seat papers.

THE

ATLANTIC

COAST LISTS

GUARANTEE

AND PROVE THEIR

CIRCULATION.

ATLANTIC COAST LISTS,

134 Leonard St., New York.

34900

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Vol. VII.

NEW YORK, JULY 6, 1892.

No. 1.

THE OLD ADVERTISING "DROP."

By Horace Dumars.

A once popular style of advertising is now unheard of, and it is well for amusement lovers that it has been relegated to oblivion. I refer to the advertising drop curtains which were wont to roll down before the audiences of many theatres twenty and thirty years ago.

There is no denying the fact that advertising placed upon these curtains was well read, and, this being the case, managers were liberally paid for the privilege of permitting them to be operated in their theatres. But so many were the protests from patrons of the places of amusement that this plan of forcing announcements upon the public soon had to be withdrawn from the best houses.

After being driven from the leading theatres the drop curtain advertisers betook themselves to the variety halls and country opera houses, and for many years held sway there.

At first there was an opportunity to free one's mind from the pent-up grief over the death of little Eva, or the tragic ending of Juliet, by reading on the curtain which shut out the scene that at Brown's, just over the way, a delicious oyster stew could be procured for a quarter of a dollar, or to learn—from the tablet held out by a cherub painted in green—that your corns could be painlessly removed by Professor Mowhard. If the spectator thirsted for gore—and particularly that of the villain who had just carried off the sweet young heroine, red paint and all—he would read with relish the hieroglyphics of the scenic artist which conveyed the intelligence that Beefsteak John was prepared to serve the juiciest of cuts at all hours.

But ere long, and long before the expiration of the advertisers' contracts, these announcements began to pall upon the fickle public. Managers then discovered that such a thorough mixing up of trade advertising and

drama would not go with their patrons, and the glory of the "advertising drop" was doomed. As the scheme spread into the country the intensity of the announcements diminished, and, instead of the emotional advertisements of Beefsteak John, the card of Smith & Co., "general dealers in dry goods, groceries and general merchandise," was done in colors which fairly swore at each other.

There was a certain amount of satisfaction in reading Smith's postscript inviting you to call and examine his goods before purchasing elsewhere; but even these cordial "invites" lost their zest when appearing at the bottom of every other fellow's "ad.," and all having the appearance of having been put on with a stencil.

One of the first managers to adopt an advertising drop was Barnum. It was calculated that there would be no difficulty in getting pretty good prices for the spaces that were to confront the patrons of his museum. The advertising solicitor first called upon Helmbold, then in the zenith of his fame. It interested him and he made a note of the various prices. Without scratching his head or standing out for a cut price he announced that he would take it. The solicitor inquired which space and was told that he desired all of it.

The contract being duly signed, the solicitor hastened to acquaint Mr. Barnum with the success that had crowned his work. Then he produced a rough design, showing how a couple of lines were to occupy the entire curtain, simply suggesting that the patrons of the museum should use Helmbold's Buchu. Barnum was used to surprises, but to have Helmbold occupying such a large amount of his show led him to wondering who was running Barnum's Museum—he or Helmbold.

It was arranged by a compromise that the Buchu advertisement should have the companionship of a number of announcements from other mercantile establishments. But in the deal

Helmhold came out financially best, even if he did not have all of Barnum's curtain to recommend his preparation.

WITH ENGLISH ADVERTISERS.

By T. B. Russell.

LONDON, June 15, 1892.

Speaking the other day of the enormous number of newspapers which are constantly being born, to take their place amid a flourish of trumpets, then languish for a while and finally die, or receive decent burial in the form of "incorporation" with some more prosperous periodical, Mr. J. M. Richards made an observation which seemed to me worth recording in this column. He said: "We are always being told how much it costs to start a new paper. I wonder nobody ever tells how much it takes to kill one! I mean this: If a man sets out with the idea of spending one, ten or twenty thousand pounds on starting a paper, and when he has invested that amount has not yet achieved a paying success, how often is he content to stop there and give it up? He is hardly ever satisfied if he has any money left, or can raise it. No; he will keep on pouring in fresh money, hoping to get back what he has lost, until he has spent two or three times as much in convincing himself that his paper is no good, as he intended to invest in making it a success. There is nothing like an unsuccessful periodical for tempting a man to spend money or to throw good money after bad. It is as seductive as gambling."

This is quite true, though it is an aspect not often looked at. The reason of it is, perhaps, to be found in the fact that everyone who has not edited a paper thinks that *he* is just the man for such a task, and that nobody else quite knows how it ought to be done. There is nothing like long experience in editing to show a person how little he knows; and, what is more, how little he can learn about the way to influence circulation by editing. I used to think the same as the other fools about editorial work, until I took an editorial chair for six months. I would want a lot of money to tempt me to try again; and yet, as editors go, I was fairly successful, for I nearly doubled the circulation of the paper in that time. But the most valuable things I learned were; first, that the more you

do the less you know; and second, that even the poorest sort of paper cannot be edited with any self-approval unless you can give up all your time to it. I still think a good many London papers might be better edited, by the way; so the old Adam is not eradicated even now!

The late "special" issue of the *Drapers' Record* contained the following curious page advertisement:

E. & H. TIDSWELL & CO.

Beg tu kall atenshon tu their change ov adves tu 3, Wood Street, E. C. (being a porshon ov the premises so long asosiated with the late Firm of Bollen and Tidswell), where they hav SPESHIALITIZ in the following GUDZ:

LADIEZ' GARIBALDI-SHERTS, larjest and best asortment in the Trade.

KOLARZ, KUPS, FRUNTS, FRUNT SETS, KOLAR SETS, EMBROIDERD FRUNTS and SETS, chois and eksklusiv paternz.

FRILINGZ and SKERT PLEATINGZ in niu and orijinal deseinz, ov our own manufaktur, at rediust preizez.

LADIZ, WINDSOR SKARFS, in Surat Shot, Pongee, Fansi Brokadez, Bateest, Cheks, and Spots, steilish and fashonabel.

TRIMD SKERTING, in twely-yard lengths, just patented, the Novelti ov the Season, meeting with remarkabel sukkes; No. 20,540.

ADJUSTABEL BASKS, for Sherts, &c., veri fashonabel; Registered No. 181,492.

APRONZ, plain and Fansi; Leading Lein—"Carmen Sylva."

VAILINGZ, LASEZ, LADIZ, WAISTROATS, &c.

This is Mr. Pitman's "reformed" or phonetic spelling, from which may the nine muses and all the tutelary deities of literature defend us. Sturdy old Isaac Pitman, the eighty-year-old vegetarian and spelling reformer, thus comments, in his *Phonetic Journal*, on the above "awful example":

In such a mas ov printed mater, each advertizer seeks tu atrakt atenshon tu hiz trade bei sum novelti ov display. We think that Messrs. E. and H. Tidswell and Co, hav chozen the best deveis bei printing their advertisement in reformed speling.

There is a copyright on Pitman's shorthand in this country, and it is practically the universal system. The *Phonetic Journal*, printed partly in shorthand, partly in "reformed" spelling, and partly—thank Heaven!—in ordinary English, has a circulation of 20,000 and upwards weekly, and frequently contains advertisements in phonetic shorthand. Of this system, as shorthand, I have nothing but good to say. I am constantly writing it and using it for drafts of letters, to be transcribed by a typewriter operator, for memoranda and for getting ideas

into shape. It would be very regrettable if the more or less archaic spellings, which so often have a philological and historical tale to tell, were swept away by reformers of long-hand orthography. There is probably not a better advertising medium in England than the *Phonetic Journal* for reaching stenographers, typists and mercantile clerks generally.

As a rule, attempts to establish periodicals in fancy tongues (such as Volapuk, the "universal language,") have not succeeded; but there are half a dozen weekly and monthly periodicals published entirely in Pitman's shorthand, and all more or less successful. *Tit Bits*, a London weekly, publishes a monthly shorthand edition, which is a great success. These things are a curious journalistic development, and interesting enough to be worthy of record, I think. We have hardly any of the periodicals in foreign tongues which seem quite common in America: I suppose because our polyglot population is not very large. There are two German papers—*Londoner Journal* and *Londoner Zeitung*—published in London, but I never yet saw a copy of either; and there is one Spanish periodical, *La Gaceta Espanola*. I know of no others.

ADVERTISING BY LAWYERS.

By John Bethell Uble.

The writer of advertisements occasionally diverts himself by asking why do not lawyers advertise; and he usually concludes that professional men are too conservative. But of what use is a writer of advertisements if he cannot arouse the conservative and persuade the dull?

However, the fault lies with the man who asks the why and not with the lawyers, for they do more in an advertising way than is commonly supposed. For what lawyer declines a position involving merely honor and trouble, so long as it is certain of making him prominent in the community?

Assuming, then, the same desire for publicity in the lawyer as in the merchant, the real question appears to be the method to be used. For, as the clothier and the patent-medicine man may use the street cars and all nature, so the diamond merchant and the iron manufacturer do not use those mediums.

Lawyers themselves have found some methods of using printers' ink in making themselves known. Thus, the legal directories are a well recognized form of advertising. One before me has these well-known names in New York:

Arnoux, Ritch & Woodford.
Bangs, Stetson, Tracy & MacVeagh.
Coudert Brothers.
Dillon & Swayne.
Everts, Choate & Beaman.
S. P. & J. McL. Nash.
Shipman, Laroque & Choate.

All such firms pay for the insertion of their names in this directory, and it is well known that the list is a selected one as well as a paid one.

Where subscribers have specialties, they are also given the opportunity of announcing these branches of the law, and to them an inquirer may well turn to find what a lawyer thinks he has to attract clients. In this same directory there are four out of every fifteen cards or special announcements which put forward promptness in the particular branches advertised—generally commercial litigation. But such an advertisement would scarcely be suitable for a daily paper. Every lawyer would at once say that he could do any legal work quite as fast as the advertiser, and there would be no way to meet this kind of competition.

Another form of advertising is the giving of references, or mentioning of any official position occupied by the advertiser. This does not afford a good kind of advertising for the newspapers, as banks and some such corporations do this for their counsel without expense, and in other instances it is more than likely that the references would be asked and would give their recommendation without the expense of advertising. And, in fact, the latter means of a lawyer getting clients is the one so usual as to put an advertising lawyer at a disadvantage.

The only practical suggestion seems to be that the Sunday newspaper should start a legal directory, just as they have the time-tables of the railroads. If they would require attorneys to advertise specialties, such legal directories would be different from all others and be valuable. The final result would probably be that the best newspapers would have the best lawyers in their lists, and would find a two-line card more remunerative than real estate or boarding places. The difficulty would be in starting with a

good class of advertisers, not only from the novelty, and small assurance of immediate returns, but also from fear of the names which might appear in the list. The less reputable men would try to appear in the list, and the well-known lawyers would scarcely like to submit to the advertising department of a daily newspaper the selection of their fellows in such a list. And this would be right, for the lawyers themselves would know best the kind of company they would like to keep. It goes without saying that a really select list of specialty lawyers would be an advantage to the public, and perhaps some very respectable newspaper might be able to start such a list. Once begun it would be a regular thing, if the printing of a lawyer's name meant more than the receipt of so much a line.

A PRINTER'S NOTES ON ADVERTISING.

By W. W. Pasko.

It is to be hoped that the attempt to print prominent lines in red, introduced by Mr. Turner on the *World* and on the *Recorder*, will be a successful one. There is no question that there are many advertisers who will be glad to use such a way of making announcements, and it certainly will attract the attention of readers. Enough of an additional price can be obtained to make it worth while to the newspaper, if it does not increase the cost of presswork more than a fourth or fifth. In an edition of fifty thousand the cost of presswork in one color ought not to exceed a quarter of a cent on an eight-page paper, provided it is run off under the most advantageous conditions. This would make the entire cost of the edition \$125. Add thirty or forty dollars for the second color, and there can be no question the space could be sold at a rate enough higher to recoup the publisher and give a handsome profit.

A curious theory in regard to advertising is that promulgated by the doctors. Nothing is left for them except to make a display in their houses and turn-outs, to be called out of church and public assemblages, as "Sawyer, late Nockemorf," was, and to be interviewed by a reporter. Such advertising is even better than that in the advertising columns. But many physi-

cians, without infringing their antiquated code of ethics, desire to obtain publicity to a greater extent than they now have it. To such the advertising manager or the foreman can give little aid. The card he is allowed to publish may go at the top of a column, or under the heading, but that helps very little. Doctors will have an undying gratitude for him who shows them how to evade this rule of ignoring existence of nineteenth century methods.



Advertisements as they come in at the desk should be numbered, and a brief memorandum made in a little book of the subject and advertiser. The numbering is best done on a machine with a numbering device, and the line which records it in the book need have only four or five words, as: "2217. John Wanamaker. Bicycles." This is different from the charge of the bookkeeper, and is only a memorandum to show that the notice does not get astray. The same number can be used by the bookkeeper. All the devices for keeping track of work done in newspapers, factories, or elsewhere, have been immensely increased of late years. Advertisements now necessitate a great deal more of labor in taking care of them than they did a few years since. They are much more numerous. Two hundred inches of advertising was an extraordinary quantity for a daily paper to have in a single number in 1850. In the autumn and winter of 1859-60 the *New York Herald* did not average over sixteen or seventeen columns a day. Its income then was the largest from this source of any American paper. Five years later no *New York* newspaper ever had more than four pages of new advertising in a number. Consequently the books and accounts could have been kept very easily.

HOW ONE SOLICITOR SECURED A CONTRACT.

"I've scooped the whole crowd of you!" said a well-known advertising agent as he joined a party of his chums in a down-town restaurant yesterday afternoon.

"Then perhaps you'll set 'em up!" derisively observed one of the party.

"Certainly. Haven't all you fellows tried time and again to get old So-and-so's 'ad'?"

"Oh, he's no good: he don't advertise," was the chorus.

"Anyway, here's his contract for \$10,000, and the ink is not dry yet."

"The deuce! So it is. How on earth did you get it?" they asked, as they examined the document.

"Easy enough when you know how to go about it. That is to say, not so very easy in this case; for, as you know, it is harder to get an 'ad' out of the old man than to bleed the Dodge Monument. What will you take?"

"But how did you manage it?"

"Well I tackled him this morning as a forlorn hope, for yesterday I didn't make expenses. Of course, he gave me the old gags, that he didn't advertise, and all that sort of stuff; but I stuck to him, and then he got a little mad. 'See here' he said; 'I don't want you to waste your time, nor my own, so I can only tell you, as I have before, that we have quit advertising. What good can it do us?—tell me that. We have, as you know, spent hundreds of thousands in advertising. Why, this house has been in business over fifty years, and we advertised before you were born, young man. We advertised very largely until eight or ten years ago, and are well known everywhere. What more can we do?'"

"A man is soon forgotten if he does not keep his name in the papers," I said.

"Pshaw!" said the old man, angrily, and that got my dander up. "Very well," said I, turning to go, "if you advertised ten years ago as heavily as you say you did, I suppose everybody knows all about your business to-day, and there is no need of you doing anything further. Oh! by the way," I added, as I reached the door, "I was trying as I came down-town in the cars to remember who it was that ran for the Vice-Presidency on the Republican ticket eight years ago."

"Eight years ago? Let me see? Why blame me if I can recollect."

"Precisely," said I, "and yet I think that you will admit that eight years ago John A. Logan was about the most widely advertised man in the United States." That settled it. "Give me your contract," said the old man; "I'll sign it"; and he did.—*N. Y. Advertiser.*

WHEN you allow others to attend to your business, don't be surprised if the results are not exactly as you expected.—*D. T. Mallett.*

THEY ALL DO IT.

"Here, you get out of this! Don't let me catch you in this store again!"

A little feminine shriek followed this rough salutation.

The writer turned and beheld a beautiful and fashionably dressed young lady in the clutches of a floor walker. He had torn open a little bundle which she had just received from the package desk, had forced back her money into her hand, and with considerable roughness was hurrying her to the door. The face of the young woman was a picture. She looked like an angry queen. Her eyes were half aflame and half drowned in tears. Her magnificent teeth showed through the reddest kind of lips, and her clear complexion was like marble touched with the fine scarlet of flowers.

I was tempted to interfere, but the tales of kleptomania and other strange things which happen in our great bazars, and knowing the man, besides, to be a gentlemanly floor walker—for this drama was taking place in one of the most fashionable stores in the city—I withheld my hand.

"Do I know that lady?" said the floor walker, with a laugh. "I should say I do! She is a very grand lady, indeed. My dear sir, she is one of the tricks of the trade."

"That bewitching lady in Paris-made gown and imported bonnet is a sales-girl in the store of our enterprising neighbor on the next block. She gets \$11 a week. She came down here disguised as a customer, bought a dozen handkerchiefs as a blind, and proceeded to price a number of our goods in which our enterprising neighbor suspects we are underselling him. This is so as to give him a tip how to mark his goods. In short, she is a spy, and as we are not permitted to hang spies in this warfare of trade all we can do is to escort them to the picket lines and let them go. Now that this young lady has been discovered, her occupation in this line of usefulness is gone; but our neighbor will have another rigged up in less than no time."

"Eternal vigilance is the price of underselling."

"But do all the big stores keep these spies, as you call them?" I asked.

"Well," said the ungallant floor walker, with a sly wink and smile, "they all of them do but ourselves."

—*Dry Goods Retailer.*

RAILWAY TRADE-MARKS.

CHICAGO, MILWAUKEE & ST. PAUL
RAILWAY CO.
General Passenger Department.
CHICAGO, Ill., June 22, 1892.

Editor of PRINTERS' INK:

In his communication, in your issue of June 15, Mr. Lord may not claim the earth, but he claims more than he ought to. He may be, as he states, the originator of the C., B. & Q. trade-mark, but to say that he is the originator of the whole business of railroad trade-marks is coming it rather strong. If anyone can lay claim to that honor, I think the Chicago, Milwaukee & St. Paul Railway is "in it."

Twelve years ago (in 1880) it commenced issuing the distinctive device by which the road is still known: a block set on an angle with the name of the road in white letters on a red ground. The device had been used at odd times previous to that time, but in 1880 the then General Passenger Agent, Mr. A. V. H. Carpenter, saw the value of something distinctive and striking, and adopted the block as a trade-mark. So favorable did the idea strike other general passenger agents, that more than one commenced using practically the same block, until the C., M. & St. P. was obliged to issue a circular calling attention to its prior rights, and asking them to originate something for themselves.

To a certain extent, at least, the C., B. & Q. trade-mark is patterned after that of the C., M. & St. P., and it was certainly not used until some considerable time after the C., M. & St. P. Railway had got its trade-mark pretty well known to the public, and further deponent sayeth not.

Yours truly,

JNO. WEST,
Advertising Clerk.

THAT NEW WORD.

OFFICE OF W. E. SCOTT,
Eastern Advertising Representative,
114 Nassau St., New York, June 25, 1892.
Editor of PRINTERS' INK:

I am pleased with the suggestion of Mr. W. D. Showalter for the new word ad, and have adopted it, and shall use it in my correspondence hereafter. It looks a little odd at first, but it is a sensible word and familiar to everybody, and its general adoption will be hailed with delight by every newspaper man and advertiser in the land.

W. E. SCOTT.

WHO GETS LEFT?

There is a man in our town

Who thinks he's awful wise;
Who often tries to get free puffs,
But does not advertise.

He often boasts how much he does,
And tries to get the credit;
But advertisers "scoop" the praise
And he finds he's "not in it."

Why should he get who never gives?

A "sponger," on a paper,
An icicle, a beggar man,
A blind, dull, selfish creature?

Newspapers lead and boom the town,
They help live men to win;
They have no time and space for those
Who don't put up the tin.

I. N. K., in Atlantic City Union.

PERILS OF REALISTIC ADVERTISING.

From the Manchester Guardian.

A Manchester (Eng.) tradesman who attempted a little bit of "realistic" advertising has just had a rather unpleasant experience. He is the proprietor of a certain cattle food, and it occurred to him to send out two horses, one a fine, sleek, powerful animal, the other a miserably abject and depressed scarecrow of a horse. The first horse bore a placard announcing that it had been fed on Mr. Blank's condiment; the other accounted for its wretched condition by the announcement on a placard that it had not had the advantage of that special food. Unfortunately for the advertiser, the attention of the police was very properly drawn to the wretched animal in the shafts, and they hauled the owner before the magistrates on the charge of "working" the poor creature in an unfit condition, and he was fined a guinea and costs.

CROOKS AS ADVERTISERS.

From the Syracuse News.

Stories of vast sums of money and valuable papers returned on strength of little "ads" are numerous and well authenticated. Occasionally thieves bargain with their victims through the so-called "personal column" of the metropolitan dailies, the most interesting case of this kind being that of a Chicago manufacturer who lost gems valued at \$5,000 and a large package of bonds through the dishonesty of an employee. The thief disappeared, but soon entered into negotiations with his former principal by means of a two-line newspaper notice. A dozen replies and offers followed each other in rapid succession, and in the course of three weeks a settlement was effected, the manufacturer paying the criminal \$2,000 for the return of the papers and jewels.

A Prolific Kind.—"What kind of a pen does Spacer use in writing his jokes?"

"He uses a common steel pen."—*Truth.*

FOR SALE.

Advertisements under this head 75 cents a line.

PREMIUMS FOR NEWSPAPERS. EMPIRE CO., 146 Worth St., New York.

STAMPS FOR COLLECTIONS—Send for lists. E. T. PARKER, Bethlehem, Pa.

HANDSOME ILLUSTRATIONS for papers. Catalogue, 50c. AM. ILLUS. CO., Newark, N. J.

FOR SALE—A Weekly Newspaper in a growing Western town, where a daily will soon be needed. Address "WESTERN WEEKLY," care Printers' Ink.

WILL sell entire patent; just issued; for best car advertising device ever brought out. Simple; cheap; has had thorough practical test. Principals only. "PATENT," care Printers' Ink.

100,000 Agents' addresses, printed and gummed. We sell of any State at \$2.00 1,000, and pay forfeit 4 cts. on each returned "dead." Try 1,000. AGENTS' HERALD, Phila., Pa.

AN agricultural journal, established twelve years, and having a national circulation, will be sold at a bargain. Important foreign interests demand the attention of publisher. Address "BENTLY," care Printers' Ink.

WANTS.

Advertisements under this head 75 cents a line

WANTED—A man with \$5,000 or \$10,000, with snap, in a newspaper and publishing business, in Mass. Address CHAS. E. HOAG, Fenbody, Mass.

WANTED—Advertising to distribute. J. H. MILES AGENCY, 66 Church St., Lynn, Mass.

IF you want artistic, tasty printing—an elaborate catalog, with embossed cover—write, or come in and talk it over. GRIFFITH, AXTELL & CADDY CO., Holyoke, Mass.

WANTED—TO LEASE OR BUY—Paying job office, newspaper or trade journal in Southern town or city. Or location for new paper. Address 102 Cherry St., Indianapolis, Ind.

WANTED—NOVELTIES or new staple articles to introduce in the Northwest through medium of the Minneapolis Exposition in August. H. H. STONE, 633 First Avenue S., Minneapolis, Minn.

WANTED—A thoroughly experienced and responsible advertising solicitor on one of the best advertising mediums ever published, with a guaranteed circulation of 100,000 copies. Address, by letter only, Room "B" 56, Pierce Building, Hudson and Franklin Sts., New York.

SPECIAL NOTICES.

Advertisements under this head, two lines or more, without display, 75c. a line.

GRI

VAN BIBBER'S.

SPOKANE SPOKESMAN.

LEVEY'S INKS are the best. New York.

JOHN T. MULLINS' MAILING AGENCY, Faulkland, Del. \$2 per 1,000.

BUFFALO TIMES proves over 33,000 circulation. It will pay you.

AGENTS GUIDE, New York. The leading agents' paper. Send for copy.

THE ADVERTISER'S GUIDE—Mailed free by STANLEY DAY, New Market, N. J.

BOSTON HOTEL GUIDE has a way of "getting there" for the benefit of advertisers.

"PUT IT IN THE POST," South Bend, Ind. Only morning paper in Northwest Ind.

MEDICAL BRIEF (St. Louis). Largest circulation of any medical journal in the world.

DEWEY'S Canada List (40 papers); adv. rates 30c. line. D. R. DEWEY, Hamilton, Can.

STENOGRAPHERS furnished without charge for my services. W. G. CHAFFEE, Oswego, N.Y.

FARM LIFE, of Rochester, N. Y., 16 pages, 64 columns, monthly. Guaranteed circ'n, 25,000.

SUPERIOR Mechanical Engraving. Photo Electrotype Eng. Co., 7 New Chambers St., N. Y.

THE COUNTRY YOUTH, Milwaukee, Wis. 5,000 readers. Reaches farmer boys. 5 cents a line.

IT IS BIGGER—THE TERRE HAUTE EXPRESS—than any paper in Indiana outside Indianapolis.

100,000 Circ. sworn monthly. Line trial adv. 20c. Stamps. COMMERCIAL, Fort Huron, Mich.

50 CTS. FOR 5 LINES 6 days. 36 days, \$1.50. Display adv. 15c. per inch per day. ENTERPRISE, Brockton, Mass. Circulation, 7,000.

21 Pays 1 in., 6 mo., and information how to test all general ads. and trace all returns. AGENTS ADVOCATE, No. 117, Stewartstown, Pa.

KANSAS is thoroughly covered by THE KANSAS WEEKLY CAPITAL, Topeka, Kan., the leading farm and family newspaper of the State.

OUR RATES are so low (10c) we can't buy a page ad. We prove 20,000 circ'n. Sample free. ILLUSTRATED WEEKLY, Topeka, Kansas.

THE PEOPLE'S ILLUSTRATED JOURNAL (monthly), New Orleans, La. A Southern family magazine, it reaches Sou'n homes. Adv'tise!

DIRECTORY PUBLISHERS, please send circ'lars and price list of your directories to U. S. ADDRESS CO., L. Box 1407, Bradford, McKean Co., Pa.

\$3 1 in., 1 year. THE NEWS, family weekly. Kerrville, Tex. Great Texas health resort.

IF YOU are seeking live agents and canvassers, our paper can give you "more than satisfactory results." So say our advertisers. Write us. THE ADVERTISER PUB. CO., Florence, Mass.

PAPER DEALERS—M. Plummer & Co., 161 William St., N. Y., sell every kind of paper used by printers and publishers, at lowest prices. Full line quality of Printers' Ink.

THE OHIO STATE JOURNAL goes to the homes of the best people in central Ohio. Daily, 12,500; Weekly, 22,500; Sunday, 17,000. Nearly all the leading general advertisers use its columns regularly.

70,000 Money Letters received since March 1st in answer to advertisements in the very best mediums. What am I offered for first and second copy of addresses! F. TRIFET, 406 Wash. St., Boston, Mass.

THE Eighth Annual Edition Co-operative Chart will be ready soon. Gives statements of all co-operative insurance associations. Mailed for 25 cents. Address F. H. LEAVENWORTH PUBLISHING CO., Detroit, Mich.

REFERRING TO THE GALVESTON NEWS, Geo. R. Rowell & Co., on page 110 of Printers' Ink, January 30th, '92, say: "There is also an especially good paper in Galveston, daily and weekly, that goes well over the whole of Texas." For sample copies, rates of advertising, etc., address A. H. BELO & CO., Galveston, Texas.

JAPANESE PILE CURE—A Guaranteed Cure for Piles of whatever kind. External, Internal, Blind or Bleeding, Itching, Chronic, Recent or Hereditary. \$1.00 a box, 5 boxes \$5.00; sent by mail. A written guarantee positively given to each purchaser of 5 boxes to refund the \$5.00 paid if not cured. Guarantees issued only by JOS. R. HOFFLIN, Druggist, Minneapolis, Minn.

L'ART DE LA MODE proves an average sale of over 30,000 copies. 51 Tribune Bldg., N. Y.

NOVELTIES for Publishers and Novelty Dealers. F. O. Box 3046, Boston. Send for Catalogue.

AGENTS' NAMES, New Ones, 1000 for 25c. Western Mail Agency, St. Louis, Mo.

GIBBROS & MORAN PRINTERS 45-51 Rose St., N. Y.

PIANOS, ORGANS, in exchange for space. Dan'l F. Beatty, Wash'gton, N. J.

PATENTS W. T. FITZGERALD, Washington, D. C. 44-page Book FREE.

NEW PREMIUM GOODS—A large and attractive line. Send for catalogue. R. E. INGERSOLL & BRO., 65 Cortland St., N. Y.

BOSTON, Effective advertising prepared and placed. A. E. SPROUL, 658 Washington St.

WOOD ENGRAVING PETRI & PELS NEW YORK.

12 For a Nickel STEEL PENS SPENCERIAN, 310 B'way, N. Y.

MY Cartoon-Portrait proposition will interest every live editor and please the most economical. Proof's free. CHAS. W. HARPER, Columbus, O.

YOUTH'S LEADER, NEW HAVEN, CONN. Over 40,000 copies monthly. Advertising, 30 cts. per agate line.

Kate Field's Washington, Is read by intelligent people who pay their bills. Are these the people you want to reach when you advertise! Washington, D. C.

ENGRAVING ANY style. Price. Kind. STOCK CUTS. CHICAGO PHOT. ENG. CO., 155 Madison St., Chi.

THE EVENING JOURNAL,
JERSEY CITY, N. J. Circulation, 15,500.
Advertisers say it pays.

"WHEN" A RARE BOOK FOR MEN.

Mailed Secure. **10 Cents Silver**
Or Six 2 Cent Stamps
P. O. Box 108. **NEW HAVEN, CONN.**



\$22. FIRST-CLASS CURTAIN DESK. Four and a half feet long. Unlimited variety in stock and to order.
American Desk & Seating Co.
270-272 Wabash Av., CHICAGO, U. S. A.

HEROLD DES CLAUBENS

Catholic German Weekly published at St. Louis since 1850, gives best value to advertisers. Rates lowest and no "cutting." If you advertise in German papers, or if you intend to (all wide-awake advertisers do), do not omit the HEROLD DES CLAUBENS and take no substitute.

San Francisco Bulletin.

Established 1855.

Largest Evening Circulation in California.

High character, pure tone,
FAMILY NEWSPAPER.

ILLUSTRATIONS \$1 FOR EACH RETAIL ADVERTISERS

Specimen Sheets for stamp.

THE GEO. P. ROWELL ADVERTISING CO.
10 SPRUCE ST., NEW YORK.



PUBLISHERS DESIRING BICYCLES

For themselves, employees or for users premiums can procure same from us on favorable terms, and pay part cash and the balance in advertising. We handle all makes, new and second-hand, and sell everywhere. Catalogue and terms free.
ROUSE, HAZARD & CO., 2 X Street, Peoria, Ill.



How to Make RUBBER STAMPS.

Use Latest Improved Process and a New York Vulcanizer. Circulars free. **BARTON MFG. CO.,**
338 Broadway, New York.

THE HOME CIRCLE,

ST. LOUIS, MO.

75,000 Copies Each Month.

An exceedingly desirable medium for
GENERAL ADVERTISERS.

Try 10 lines one time for \$5.00.

THE HOME CIRCLE PUB. CO., St. Louis, Mo.

Dodd's Advertising Agency, Boston,
265 Washington Street, or
World Bldg N.Y. City.

Send for Estimate.

RELIABLE DEALING CAREFUL SERVICE.

LOW ESTIMATES.

PUBLIC OPINION

Always pays Advertisers.
Washington.
New York.

\$1³⁵ WE will engrave a copper plate and print 100 visiting cards for \$1.35. Postage prepaid. Satisfaction guaranteed.
BELLMAN BROS., Toledo, O. Samples, 4c

See It Grow.

May 16th, the subscription list of **SUCCESS WITH FLOWERS** numbered 47,586; entirely devoted to Floriculture; **SUCCESS WITH FLOWERS** is destined for a great national circulation. The first edition for July will exceed 50,000 copies. Published by

THE DINGEE & CONARD CO.,
WEST GROVE, PA.

Auburn Daily Gazette

The Liveliest Daily in Maine

Turf, Farm & Home,

Representing Horse Breeders of Maine and New England. Only papers in capital city. Population, 11,000. Shoe city of Maine.

AUBURN GAZETTE CO., Publishers.

J. W. BRACKETT, Manager.

A Thousand Newspapers

A DAY ARE READ BY

The Press Clipping Bureau,

ROBERT & LINN LUCE,

68 Devonshire St., Boston, Mass.

FOR WHOM?

Supply houses, that want earliest news of construction;
Business houses, that want addresses of probable customers;

One hundred class and trade papers;
Public men, corporations, professional men, who want to get news, see what is said of them, or gauge public opinion.

If YOU WISH TO ADVERTISE ANYTHING ANYWHERE AT ANY TIME

Our services are at your disposal.

THE GEO. P. ROWELL ADVERTISING CO.
10 SPRUCE ST., NEW YORK.

PREMIUMS.

Dealers with anything good to offer in this line should send Catalogues, Price Lists, Discount Sheets, &c. (but not traveling men) to the



ADVERTISERS

Interest the children and PARENTS will buy your goods. Our BALLOON KITE is the best advertising novelty in the market. So cheap can be given away free or with purchase. SEND FOR TERMS. Address NATIONAL ASSOCIATE ADVERTISING AGENCY, LAKESIDE BLDG., CHICAGO, ILL.



Honors to Bruce! The renomation of this successful publisher consists in renewal of advertising contracts. That means renewed confidence in his great publication—good service, good results. It reaches the best people, at reasonable rates. In short, it pays.

THE AMERICAN School Board Journal

WM. G. BRUCE, Publisher, CHICAGO, ILL.

We Conduct A NEWSPAPER ADVERTISING Agency.

WE GIVE TO ALL CUSTOMERS

Judicious Selections, Experienced Assistance, Prompt Transactions, Low Prices. ADVERTISE IN THE NEWSPAPER. Conspicuous Positions, Unbiased Opinions, And Confidential Service.

CONTINUOUS ADVERTISING BRINGS SUCCESS! ADVERTISEMENTS DESIGNED, PROOFS SHOWN AND ESTIMATES OF COST IN ANY NEWSPAPER FURNISHED FREE OF CHARGE.

J. L. STACK & CO., ST. PAUL, MINN.

Home Circulation.

The New Haven News

The Family Paper Of

Southern Connecticut.

Largest Delivered Circulation In

The Entire State.

The New Haven News

Every Day Except Sunday.

Conservative, Clean, Independent.

If you have anything which respectable and prosperous people should buy it will pay you to deal with us.

We can sell for you

anything of use for enjoyment, health, comfort, adornment, consumption or luxury which appeals to worthy people of large means or small. If you want to reach home people you should talk with us. If not, don't write.

Put Them On Your List

Sunday School Times.

PHILADELPHIA.

Presbyterian.

Lutheran Observer.

National Baptist.

Christian Standard.

Presbyterian Journal.

Ref'd Church Messenger

Episcopal Recorder.

Christian Instructor.

Christian Recorder.

Lutheran.

Presbyterian Observer.

It is not too hot to write or talk if you mean business.



Over 260,000 Copies Religious Press Association Phila

WE DON'T COVER THE EARTH

BUT WE DO CLAIM TO COVER A SMALL portion very thoroughly.

THE

FARMER'S RECORD

MUNCIE, IND.,

Published Twice a Month,

Reaches 21,000 Homes each issue.

Rates, 12 cents per agate line.

You may have sample copies and discounts for the asking.

Space at the agencies, or

RECORD PUBLISHING CO.,

Muncie, Ind.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

PUBLICATION OFFICES:

No. 10 Spruce Street, New York.

No. 138 Fleet Street, E. C., London.

Issued every Wednesday. Subscription Price: One Dollar a year in advance; single copies, Five Cents. No back numbers. Wholesale price, Three Dollars a hundred.

ADVERTISEMENTS, 75 cents a line; \$150 a page; one-half page, \$75; one-fourth page, \$37.50. Twenty-five per cent additional for special positions—when granted. First and last page fifty per cent additional. Special Notices, Wants or For Sale, two lines or more, 75 cents a line. Advertisements must be handed in one week before the day of publication.

JOHN IRVING ROMER, EDITOR.

NEW YORK, JULY 6, 1892.

It is interesting to note that the orders for advertising sent out by the Century Company specify particular dates for insertion, but bear this qualifying clause: "If you cannot give the advertisement a good position on the dates specified, hold it a week, if necessary, until you can. Position is of more importance than date of publication." Judging from the good position that this company's advertisements get in many mediums, this bit of leniency is appreciated by publishers.

SKEPTICALLY inclined people have been known to cast doubts upon the reliability of advertisements as a class, but in every paper a good proportion of advertisers are known to the public as reliable houses whose word can be depended upon. Those who abuse the privilege soon get to have an undesirable reputation. The number of liars among advertisers is probably no greater than in any other branch of business, and a decision, not long ago, in a Canadian court ought to have the effect of cutting down the number still more. It appears that a Montreal lawyer had bought tickets for a concert, at which a certain vocalist was advertised to appear. She did not sing, the plea of illness being urged, but appeared the next evening in another city. The lawyer sued and recovered \$7, the price he had paid for seats. If prevaricating advertisers in other lines of business were to be handled in the same way the effect might be good for everyone concerned.

AMONG manufacturers, posters are a favorite method of advertising. They have also the appearance of being cheap advertising. Retailers receive a great many placards and hangers advertising



the goods they have for sale, and it is expected that self-interest will prompt them to give these announcements a position where the public may see and be impelled to buy. Other manufacturers—particularly those who sell through druggists—take special pains in putting up their goods so that when arranged on the counter or displayed



in the show-case they will be quick to catch the eyes of possible customers.

In devising posters, probably the publishers of the large magazines lead, so far as artistic merit is concerned.

Two reproductions are given on this page, but much of the effect is necessarily lost through the omission of colors. The best posters that are being used nowadays are executed by leading artists, the central idea usually being some fanciful conception (as in the examples shown herewith) instead of the old-fashioned matter-of-fact portrayal of the object advertised. But it is encouraging to observe that the most industrious advertisers by posters are also numbered among the strongest advocates of newspaper advertising.

THE REVIEWER.

I met an advertiser the other day who professed to believe that the form of an advertisement was of little consequence. The main point, according to his argument, was to keep your name persistently before the public. "Look at So-and-so," he said, naming a well-known advertiser; "what perfect rot his advertising is. Such nonsense as 'Well bred, soon wed—girls who use our Peerless Washing Compound are quickly married.' In such advertising as this you find no appeal to reason—no argument why you should use this particular article instead of another. It is merely an attempt to bring the name of the advertised article before the public in a new and ingenious way. Suppose you went into a store and the salesman talked to you like that, why you'd think he had just escaped from a lunatic asylum. Yet this advertiser is successful."

The question seems a weighty one, and I shall not attempt to decide it. Reason and nonsense cannot travel hand in hand, and the number of advertisers who choose the latter appears to be growing. For example, before the impression made by the above remarks had had a chance to fade my eye fell upon the following announcement in an evening paper:

Who comes here?
A grenadier.
What does he want?
Knapp's Root Beer.

There is, or should be, a time for everything as well as a place. I had this truth brought home to me most emphatically the other day by a ride in a Brooklyn elevated car. Two leading retail houses in the City of Churches were represented by the following unseasonable advertisements:

Most everybody is buying a fresh carpet about now.

Carpet dept. is 3rd floor, back.

WECHSLER & ABRAHAM.

We think that we've about reached perfection in the manufacture of ulsters and overcoats.

BROWNING, KING & Co.

I should advise the clothing house to do itself up in camphor and the carpet advertiser to give us "a run on mattings." It's 92 in the shade, dear people, and while ice-cream is to be had for ten cents a plate and fans at five cents each, we don't want to wrap ourselves up in ulsters and select winter carpets.

Now that new type faces and new styles of typography are becoming so popular, it is interesting to watch some advertisers in their efforts for distinctiveness revert to the style of our grandfathers. Mr. H. P. Hubbard is particularly proud of a series of advertisements he has gotten up for Kissingen Water, in which a very antique face is employed, as the following reduction from a magazine page shows:

Dont Drink

Malarial Microbes

If you want to keep in perfect health. There is hardly a water supply, surface or well, which is not CONTAMINATED.

Saratoga Kissingen Water

"The Best
of Pure"

Is the ONLY Table Water bottled with its own natural gas just as it flows from the spring. It is Positively Pure, as it flows up through 102 feet of Solid Rock and is not exposed to the air until opened for use.

Saratoga TASTES BETTER Kissingen and IS BETTER Ginger Ale

Positively-Pure-Saratoga-Kissingen-Water,
Without Exposure To The Air.

(Contains No Manufactured Carbonic Acid Gas)

Bottled Solid Everywhere, Take No Substitution.

Saratoga Kissingen Spring Co. Saratoga Springs, N. Y.

The advantage of this plain, old-fashioned display is supposed to rest in the contrast it will bear to the advertisement set in a modern way.

Follow the Lead

of America's most successful general advertisers, who constantly remain in Allen's Lists on annual contracts, thereby doing a large and profitable business at every season.

The Verdict

from all sources, over and over again, Allen's Lists always "stand at the head."

Established 1850. Incorporated 1877.
THE MARCHAL & SMITH PIANO CO.,
235 East 21st St.,
NEW YORK, June 15, 1892.

Allen's Lists, Augusta, Maine.

GENTLEMEN: * * * * Referring to the excellence of Allen's Lists as a medium for advertising, we must acknowledge that it stands at the head.

Returns are abundant and constant.

Truly yours,
(Signed), MARCHAL & SMITH PIANO CO.

E. C. ALLEN & Co., Prop'rs,
AUGUSTA, MAINE.

The Proof of the Pudding

is in the eating. Three months ago we sold

Pittsburg's Most Enterprising Daily

100 of our Advertising Clocks, and they now ORDER 400 MORE like this one.



READ LETTER BELOW.

PITTSBURG, Nov 24, 1891.

GENTLEMEN—Your adv. clocks are one of the best mediums we have ever used for bringing THE TIMES to the notice of the public.

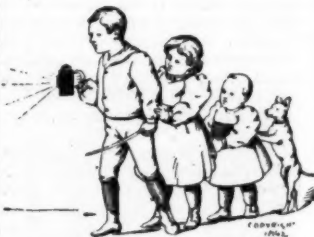
Yours very truly, W. H. SEIF, Bus. Mgr.
Send for Catalogue and Price List.
BAIRD CLOCK CO., Pittsburg, N. Y.

For Fifty Years

The Rural New-Yorker has stood at the head of the list of farm papers of this continent. It owns its own experiment grounds, and calls to its editorial columns the researches and experience of the best practical and scientific minds of the world. You need not be in doubt about these facts—the paper will show for itself. Now, having found the best farm paper in the country, isn't it logical that you can reach the best farmers through it? This is simply an acknowledgment due the intelligence of practical agriculturalists.

Will you have a copy?

THE RURAL PUBLISHING CO.,
Times Building, New York.



Be wide awake,
And make a break
To crush out competition;
The thing to do
Is methods new
To try with expedition.

Our pictures bright,
The ads. we write
Will set your rivals scowling;
They'll rush about,
And take it out
In ineffective howling.

PICTORIAL LEAGUE,
Rooms 72, 73 and 74,
TRIBUNE BUILDING, NEW YORK.

Our firm name is being imitated. Be careful about the address.



For holding Papers, Letter Files, Anything. Clean, Light, Strong, Portable, Cheap. In use all over U. S. Send for catalog and testimonials. POPE RACK CO., St. Louis Mo.

To Those Who Don't Know:

I write ads; don't draw them. Haven't a picture gallery, and don't send samples around for people to choose from. What you get from me is strictly original, and for yourself alone. You pay only for what you get. E. A. WHEATLEY, Chicago, Ill.

The Christian Advocate.

Official weekly metropolitan newspaper of "The Methodist Episcopal Church." Circulation over 50,000 guaranteed. We invite correspondence from advertisers who would like to reach our people, and whose advertisements would be appropriate for a religious family journal. Address

HUNT & EATON, Publishers, 150 Fifth Ave., Cor. 20th St., New York.

Estimates Submitted.

Effective Advertisements
Prepared.

If you are thinking of advertising, let me send you figures. No charge. New York and Brooklyn Dailies a specialty.

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.

THE NEW YORK LEDGER

Keep the fact in mind that the LEDGER *pays advertisers*, and don't fail to put it on your list for fall business. Rate for 1,000 lines, to be used within one year, or for 52 consecutive insertions, \$1.00 net per line. Make contracts now.

ROBERT BONNER'S SONS, Publishers, Spruce and William Sts., New York.

The best Medium to reach the People of

NEBRASKA,

Kansas, Colorado, and South Dakota is the **STATE JOURNAL**, Morning, Sunday, and Semi-Weekly. Published at Lincoln, Neb.

The Evening Wisconsin.

THE MILWAUKEE EVENING WISCONSIN is compelled to use two Perfecting Presses to print its daily circulation, one press being sufficient to print the circulation of every other Milwaukee daily paper, and it is all they have. CHAS. H. EDDY, Eastern Agent, 10 Spruce St., New York. CRAMER, AIKENS & CRAMER, Milwaukee, Wis.

THE THREE GIANTS. Two-thirds of circulation in the U. S. Combined rates, 40 cents per line. Send for sample copies and estimates.

B. L. CRANS, 10 Spruce St., N. Y. Room No. 4.

Canadian Agriculturist.
Ladies' Home Magazine.
The Fireside Journal.

PETERBOROUGH, ONT.

WE DO WORK—

Conscientiously,
Thoroughly,
Strikingly,
Cheaply.

Following the example of the immortal Sam Weller of Dickensonian fame, who when asked why he wrote such a short letter, replied—"She'll vish there vas more, and that's the great art o' letter writin," we make our advertisement short, hoping that you will "vish there vas more," and correspond with

THE ROBINSON-BAKER ADVERTISING BUREAU,
107, Pulitzer Building, N. Y.

Advertisers in . . .

FARM-POULTRY

. . . Get Results.

Last month we sent out an ad, containing a testimonial from C. H. LATHAM, one of our advertisers, stating that he invested \$2.52 in FARM-POULTRY and received cash orders \$157.00. Another got \$80.00 from a \$2.40 ad.

Why Don't **YOU** Try a Small Ad?

One Half Inch three months will cost	- - -	\$ 4.20
One Half Inch one year will cost	- - - - -	10.08
One Inch three months will cost	- - - - -	8.40
One Inch one year will cost	- - - - -	20.16

Forms for FARM-POULTRY must close 15th of the month preceding month of issue. FIRST COME, FIRST SERVED. Send your copy early and secure a good place for your ad.

Yours very truly,

I. S. JOHNSON & CO., 22 Custom House St., Boston, Mass.

ESTABLISHED 1886

The Press=News Association

Is an Associated Press Organization,
supplying Domestic and Cable

by wire. News to Daily Papers

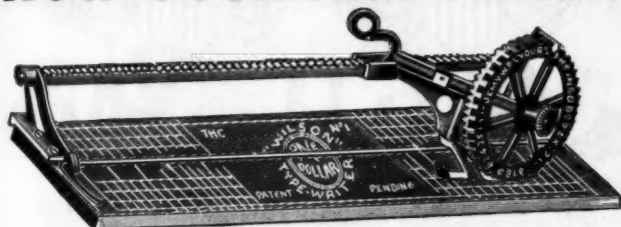
The Press-News Association supplies one-fifth of the Daily Papers in the U. S. using a news service. It has leased wires to and active correspondents in every prominent city in the U. S., Canada and Europe.

Write for Information to Business Office.

Pres., T. J. KEENAN, Pittsburg Press.
Vice-Pres., W. H. GRIFFITH, Denver Sun.
Treasurer, W. D. BOYCE, Boyce's List, Chicago.
Mgr. and Sec., H. P. HALL.

NEWS OFFICE:
World Building, New York.
BUSINESS OFFICE:
118 Fifth Ave., Chicago.

New Premium Article



Especially Adapted for Publishers,

and the best and most useful article in the world for advertising purposes, for Card Dealers, Retail Coffee and Tea Houses, Manufacturers of Baking Powders, Manufacturers of Cigars and Cigarettes, Retail Dealers in Children's Suits, &c., &c. Stationers, Newsdealers Toy Houses, Dollar Stores and Agency Supply Houses should keep them in stock, as it will be a big seller. Attractive Show Cards, Electros like above cut, or half that size, free with first order. I will also print your name and address on the top of each platten or base free—provided you make your order large enough to justify me to do so—thus making a standing advertisement that cannot be erased. One tube of ink, cork screw and printed directions is packed with each Typewriter in a separate wooden box, ready to mail; weight complete, 13 ozs. Retail price, \$1.00 by express, \$1.14 by mail. Every machine is guaranteed to be in perfect working order. This Typewriter is not merely a toy, but has all the essentials necessary to do good work; workmanship and material of the best. Alignment and spacing accurate; it is unique, attractive and beautifully finished, having 44 characters. It is new and just out. Have been officially notified 13 claims have been allowed, and date of patent will soon be known and stamped upon each machine. With my present facilities I can turn out 500 a day. By August, 1892, will be prepared to make 1,000 complete Typewriters every day, and more, if necessary. I am sole agent for the U. S., and I should be pleased to exchange references; also send descriptive circulars and quote confidential prices to the Trade and those who desire to use them as premiums for advertising purposes. June 18th, 1892, I made my first sale of 10,000 Typewriters, to be retailed in N. Y. and Brooklyn, and expect to sell 25,000 to another party for advertising purposes. June 18th I mailed 22 samples to the largest publishers, novelty and card dealers in the New England States, and inside 6 days I received orders either for Typewriters or Electros from 17 out of the 22. The prospects are now I will sell one million inside next 18 months. Write us at once, enclosing 64 cts. for sample. (Special offer to publishers only.) Cut this ad. out, as it may not appear again. Address

H. H. HULL, 259 Hudson St., New York City.

SEWING MACHINE

Trade is a small but good field.
Men are seeking side lines.
TIMES reaches and covers the field.

THE NEW CYCLE, 36 Union Sq., N. Y., organ of The General Federation of Women's Clubs. *Chicago Daily News*: THE CYCLE was made the Official organ at the First Biennial Meeting, Central Music Hall. *Chicago Inter-Ocean*: The matter of a Club organ was presented and THE CYCLE, with Mrs. J. C. Croly, as editor, was made the organ, and pledged the support of the Federation.

KEYSTONE LIST.

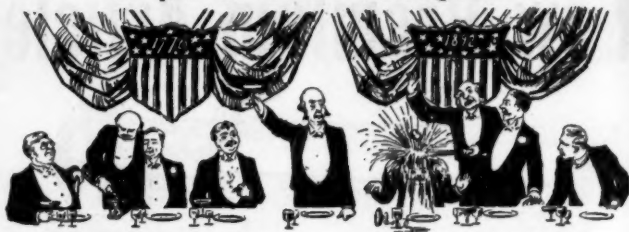
Comprising 150 Weekly Newspapers of the better class. A special low rate named. Send for list and estimates.

B. L. CRANS, 10 Spruce St., New York.
Room No. 4.

NEWSPAPER MEN	Are getting
SEED GROWERS	FINE
COFFEE ROASTERS.	Goods for
SOAP MAKERS	PREMIUM USE
SPICE GRINDERS.	FROM US.
BAKING POWDER MANUFACTURERS.	Send for
	<i>Illustrated Catalogue.</i>
	NET PRICES ARE IN IT.

EMPIRE PUB. CO., 146-148 Worth St., N. Y.

A 4th OF JULY BANQUET.



Gentlemen and Fellow-Advertisers :

The eloquent words of our friend on the "Day we Celebrate," have carried us back to the times that tried men's souls.

My theme, "The Press," is one to inspire the genius of a Franklin, a Prentice or a Greeley to flights of patriotic fervor. Two hundred years ago there was but one newspaper in America. It refused advertisements and died early, the publisher escaping prison by skipping the Province. The *Boston News-Letter* followed in 1704. It inserted advertisements of "Merchandizes To Be Sold," and flourished for 72 years, boasting only of a circulation of 300 copies; truly the "circulation liar" was a stranger to the Pilgrim fathers. The printer was also postmaster (showing thus early the newspaper man's ability to "get there"), and, through "a difficulty about the *News-Letter* and the Mails" (possibly it was wrongly entered as second-class matter), he was severely sat upon. Franklin had a newspaper thrust upon him (the *N. E. Courant*), owing to his elder brother's "scandalizing" and partiality for prison fare. Good David Fowle of Boston next made the venture, but slipped up as managing editor and got behind the bars; those old Puritans were masters of the art of putting printers into prison.

New York's first newspaper was the *Gazette* in 1725, and Philadelphia's (*The Pennsylvania Gazette*) in 1728, which when a year old had 90 subscribers and was bought by Franklin, who made it a great success.

The first daily was the *American Advertiser* in Philadelphia in 1784. There were then 43 newspapers in America, with an aggregate circulation of probably less than 10,000. To-day what a change we see—18,714 publications, with an aggregate circulation of over sixty millions each issue! There are probably a thousand now each having more circulation a single issue than the total number printed then. For instance, the

Memphis Appeal=Avalanche.

That journal prints daily more than five times the total issues of all newspapers at the date of the Declaration of Independence. It has a larger circulation in Arkansas and Mississippi than any newspaper published or circulated in either of those States, and, of course, much the largest circulation of any journal published or circulated in Tennessee.

Memphis is to the cotton crop what Chicago is to corn and wheat—the largest inland perity for that matchless journal—the great Southern newspaper—the *Memphis Appeal-Avalanche*!

[REFRAIN—"So say we all of us, so say we all," &c.]

THE APPEAL-AVALANCHE, Memphis.

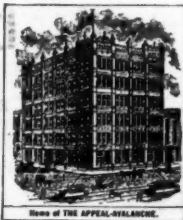
W. A. COLLIER, President.

THOS. D. TAYLOR, Business Manager.

**48 TRIBUNE BUILDING,
NEW YORK.**

**S. C. BECKWITH, 509 THE ROOKERY,
CHICAGO.**

SOLE AGENT FOREIGN ADVERTISING.



HEADQUARTERS OF THE APPEAL-AVALANCHE.

market in the world. Its population has doubled in the past ten years, having increased from 40,000 to 80,000. It is a grand, a beautiful, a wealthy city.

The *Appeal-Avalanche* is a winner for business. For over 50 years it has been THE LEADING JOURNAL OF THE SOUTH. I have summered and wintered it as an advertiser, and it has never gone back on me. Gentlemen, I propose continued pros-

CIRCULATION



CIRCULATION IS WHAT KEEPS THE
BODY ALIVE.

CIRCULATION IS THE LIFE OF
BUSINESS.

CIRCULATION ONCE WITHDRAWN,
THE BODY DIES.

CIRCULATION TAKEN FROM BUSINESS
KILLS IT.

CIRCULATION FURNISHES THE FOOD UPON
WHICH BUSINESS THRIVES.

CIRCULATION NOURISHES
THE BODY.

THE
BEST CIRCULATION
IS THAT WHICH FURNISHES
THE MOST STRENGTH.

FOR THESE REASONS WE RECOMMEND

Die Westliche Post

TO ADVERTISERS, AS IT HAS THE LARGEST, CIRCULATION
STRONGEST AND MOST STEADY
OF ANY GERMAN DAILY IN THE WEST.

WE ARE LIKE THIS CIRCULAR, FULL OF CIRCULATION
DAILY, SUNDAY AND WEEKLY.

DIE WESTLICHE POST.

Established 1857.

WESTLICHE POST ASSOCIATION, Publishers,
WESTLICHE POST BUILDING.

EMIL PREETORIUS,
EDITOR.

EDW. L. PREETORIUS,
BUS. MGR.

Great Days

ON account of its popular price—**one cent**
—and its ability to print

300,000 Copies Every Hour

on its Five Mammoth Hoe Quadruple
Presses, and deliver them by its 33
Wholesale Wagons, the

Philadelphia ITEM

enjoys great opportunities for "extra" circulation. Take the Minneapolis and Chicago Conventions, for instance, when the sale of THE ITEM was as follows:

June 8, -	190,260	June 22, -	189,900
June 9, -	206,400	June 23, -	208,630
June 10, -	234,940	June 24, -	240,080

These are big days, but they cost the regular advertiser nothing extra. We always give our customers all the benefits **WITHOUT EXTRA CHARGE.**

If you wish to know more about THE PHILADELPHIA ITEM, address

S. C. BECKWITH,

Sole Agent Foreign Advertising.

48 Tribune Building, New York.

509 "The Rookery," Chicago.

"Begin work to-morrow and push it night and day."—*Phil Armour, of Chicago.*

This laconic, but vigorous and business-like message started

TWO THOUSAND MEN

to work on the largest packing-house in the United States, practically transferring his immense business from

CHICAGO

- TO -

KANSAS CITY.

The corn belt moves westward, and this new addition to Kansas City places it pre-eminently above all the live-stock and packing centers in the country.

Eight large packing-houses in Kansas City.

Twenty Railroads connecting it with the surrounding territory.

THE KANSAS CITY STAR

IS PUBLISHED IN THE MIDST OF THIS
FERTILE AND PRODUCTIVE COUNTRY.

"Every Thousand has a Value."

DAILY, Guaranteed Circulation, 53,350

WEEKLY, " " 83,425

None but higher class advertisements received.

Business accepted through any responsible agency.

"THE STAR has more than four times the circulation of any other newspaper published in Kansas City."—*Public Opinion.*

GEORGE E. RANDALL,

Manager New York Office,

Room 71 Tribune Building.

Great Days

ON account of its popular price—**one cent**
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GEORGE E. RANDALL,

Manager New York Office,

Room 71 Tribune Building.



Why They Sell.

Many people who do not see the

**Saturday Blade,
Chicago Ledger,
Chicago World,**

every week, wonder why they sell in

400,000 Lots Weekly.

If you watch the **news** features of these great weeklies you will discover that the **news** is just as **late** as in any prominent Morning Daily, as these papers have a **Telegraphic News Service** from the **Press News Association**, which enable them to compete with any daily. They are the **Only Weeklies** having a **News Service** from a prominent Association.

Thus it is in everything with

W. D. Boyce List of Big Weeklies

The Only Papers

with a telegraphic news service that discontinue any ad. at any time, with one price to all, all the time. Proving circulation every week in the year.

Rates {	BLADE,	\$1.00 per line.	3 Papers	1.60 per line net.
	LEDGER,	.50 "		
	WORLD,	.30 "		

For Space apply to any Agency, or

W. D. BOYCE, Chicago.

"TEXAS AN EMPIRE IN ITSELF"
262,290 SQUARE MILES.
"I AM A FIRM BELIEVER THE STATE OF TEXAS."
Jay Gould

A CAREER OF PROGRESS NO POWER
BIG 6 OF THE CAN STAY OR STOP IT
STAR STATE

A COMBINATION THAT SWEEPS THE STATE FROM END TO END

	DAILY	SUNDAY	WEEKLY
FORT WORTH GAZETTE "SWEEPS THE NORTH AND WEST" "ONLY MORNING PAPER" ♦	8.760	10.964	16.800
HOUSTON POST "MOST POPULAR PAPER IN TEXAS" "COVERS EAST AND SOUTH" "ONLY MORNING PAPER" ♦	7.363	9.270	20.000 <small>IN 2 PARTS MON. & THUR.</small>
SAN ANTONIO EXPRESS "COMPLETELY COVERS THE SOUTH & WEST" "ONLY MORNING PAPER" ♦	7.000	8.000	7.000
AUSTIN STATESMAN "WITHOUT A RIVAL IN CENTRAL TEXAS" "ONLY MORNING PAPER" ♦	4.500	6.000	5.500
WACO DAY "SWINGS THE COTTON BELT" "ONLY MORNING PAPER" ♦	3.000	4.000	3.000
DALLAS TIMES HERALD "LEADING AFTERNOON PAPER OF THE STATE" ♦	3.900	—	3.000
♦ SWORN AVERAGE TOTAL	34,523	38,234	55,300

TERMS "TO SUIT" - CORRESPONDENCE INVITED

POPULATION OF THE STATE 2,500,000
 COTTON CROP 8,100,000,000 SURPLUS FROM 1891
 RAILROADS 8,000 MILES IN TRACK (10 YEARS AGO 800)
 WINTER CLIMATE RIVAL'S ITALY
 RESOURCES EXHAUSTLESS
 ITS FUTURE FULL OF "MAGNIFICENT POSSIBILITIES"
 FOR ADVERTISERS - NO MORE INVITING FIELD ON EARTH

SOLE AGENT
S. C. BECKWITH
 509 THE ROCKERY
 CHICAGO
 NEW YORK
 48 TRIBUNE BLDG.
 FOREIGN ADVTG

**IN
TOUCH**
with Clubs and
Clubmen of America.

"The CLUB"

is a Swell Monthly Magazine devoted to the interests of Clubmen and Women and circulating in every high-class Club in America, Europe, and the *HOMES* of clubmen. Readers of "THE CLUB" have plenty of money to spend, and are able to buy \$2,000 Pianos as easy as \$8 Hats, or \$3 Neckties. Advertisers who sell articles generally used by Clubmen and Women, will do well to try "THE CLUB," a swell medium, because every reader,

AND THERE ARE OVER 500,000 OF THEM,
is a probable customer.

THE CLUB CO., 15 Tribune Building, New York.

A. FRANK RICHARDSON, PUBLISHER.

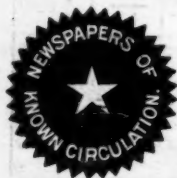
*"The glorious sun stays in its course
And plays the alchemist."*

—SHAKESPEARE.

You're a little off, William, The glorious "Colorado Sun" does not stay in its course at all, but keeps booming steadily on. Yet it plays the alchemist to its advertisers by turning their investments into large profits, and that's where you are quite right, immortal bard.

THE COLORADO SUN, Denver,

is published in Denver, but circulates largely all over the State and beyond it. The average issue is:



Daily Sun:

12,275

Sunday Sun:

14,950



No other medium so completely covers the great silver-mining region. Try it, as an experiment—you'll continue as a matter of policy.

A. FRANK RICHARDSON,

CHICAGO.

EASTERN AGENT,

NEW YORK.